



October 13, 2018

To whom it may concern:

I am the Vice-President of Ignition, LLC, a shared-use provider of toll-free numbers. I am writing to support 800 Response Information Services LLC's "Petition for Emergency Declaratory Relief" dated October 10, 2018, under Proceeding 96-115.

I feel that their argument has been well-stated and do not have anything to add.

However, I'd like to share a couple examples of how notice and consent requirements are affecting our customers.

One of our clients is a fencing contractor (for the number 1-888-FENCING). Several of his customers have been confused by the message that says they will be directed to the nearest location since he is a single-location business. They've assumed that they have the wrong number and have just hung up.

One of our clients is large vein practice (for the number 1-800-VEIN-DOC). They've lost several calls due to the prompts. A particularly vivid example is of an elderly woman getting frustrated with the prompts and just hanging up without getting treatment. This is a situation where these prompts are getting in the way of patients receiving medical care.

These are just two examples, but all of our clients have experienced hardships to some extent due to these requirements.

The notice and consent requirements that have been put in place are preventing the general public from reaching our customers. Our company has never sold location data or used it for anything other than routing calls. I hope you will allow us to continue serving our customers.

Thank you for your consideration.

Arvind Reddy
Vice-President
Ignition Toll-Free